



Department of Information and Technology Services

BLOOMINGTON ENTERTAINMENT AND ARTS DISTRICT (BEAD) WEB REDESIGN

REQUEST FOR QUOTES

The Bloomington Entertainment and Arts District (BEAD) is an officially designated cultural arts and entertainment district located in the heart of downtown Bloomington, Ind. BEAD emphasizes the high concentration of creative assets and activities to strengthen and enhance the overall economic development of the community.

The City of Bloomington's Department of Information and Technology Services and the Bloomington Entertainment and Arts District (BEAD) through the Department of Economic & Sustainable Development are seeking responses from vendor(s) qualified to execute any one or all of the following project tasks for the BEAD website (www.visitbead.com):

PROJECT TASKS

- Redesign of the look, feel and navigation of the site
- Migrate existing content to a new content management system (CMS)
- Implement a number of new features on top of the basic functionality of the content management system

PROJECT GOALS & OBJECTIVES

- Provide a coherent look and feel across the site which represents BEAD in a consistent and visually compelling manner
- Deploy a new content management system
- Improve the user experience for all visitors with specific emphasis on prospective visitors through the use of highly interactive content including maps, blogs, podcasts, viral video, virtual tours, photo galleries, wikis, etc.
- Improve the site's "sticky-ness" to produce return visits and increased time on the site

SITE HOSTING, REQUIREMENTS AND TECHNICAL FUNCTIONALITY

A. Backend

The CMS must be web-based and support wysiwyg editing. The website will be maintained on a City of Bloomington server. Currently, City of Bloomington applications run in a Linux environment.

B. Navigation

The primary sections of the site will be:

- Arts and Culture
- Dining
- Shopping
- About
- Getting Around
- What's Happening

A utility bar will contain links to the blog and contact info.

C. Location/Mapping

Arts and Culture, Dining, Shopping, and Getting Around will focus on maps with locations found in an existing database. These locations will be searched and filtered based on categorical information such as type of cuisine and entertainment.

Individual locations will each have a page which features information on the location, blog postings about the location, events occurring there, and categories in which they appear (American restaurant, live music venue, etc).

D. Calendar/Events

An externally accessible, Web-based events calendar will support online submission of events, subcalendars, RSS feeds, iCal and Outlook posting capabilities, and content syndication or tagging for use across the site.

E. Media

The CMS and template used should allow for flexible use of images and other media. The system should allow for media widgets used within its template.

F. Feeds/Mobile

This RFQ does not seek the development of a mobile version of the website, but the redesign must produce feeds that can be used to create a mobile version of the website.

G. Blog

The site must support blog posts. Blog posts will be integrated into the other sections of the site. BEAD currently uses Constant Contact® for newsletters, but is considering other e-news providers that have better integration into social media and website services.

H. Social Media Integration

The site must handle integrating social media widgets and embeds. Currently, BEAD maintains Facebook and Twitter profiles.

I. Content Migration

Content from the existing website that needs to be migrated to the new system includes media files and data about existing locations. Data is stored in MySQL tables.

J. Accessibility

The content produced by the CMS must be Section 508 compliant and meet Web Content Accessibility Guidelines outlined by the W3C.

Sites with design and functionality features similar to this project's goals and objectives include www.sanfrancisco.travel; www.guggenheim.org; www.exploreasheville.com.

ANTICIPATED DELIVERABLES

- Illustrator (vector art) and layered PSD files (including copies of font files used) for all website imagery
- XHTML 1.1 files, a site-wise CSS cascading style sheet for all public pages and a site-wide print CSS
- Website imagery in ING, GIF or JPD format as appropriate
- Any additional final or draft media

SUBMISSION REQUIREMENTS

1. Letter of Interest

Summarize qualifications relevant to the project. Include resumes of key team members as appropriate.

2. Proposal, Budget and Timeline

Submit a proposal signed by Vendor to include the following:

- Clear identification of which of project tasks are being addressed
- A straightforward, concise description of capabilities to satisfy the requirements of the project tasks identified. Emphasis should be on completeness and clarity of content.
- Work plan for each identified project task.
- Detailed and itemized budget
- Timeline

3. Project Portfolio

Submit URLs and other supporting materials from Vendor's recent projects, including any projects the Vendor has previously worked on for the City.

4. References

Provide names and contact information for three business references.

5. Commitment to comply with all applicable laws

All submissions of proposals come with a commitment to comply with all applicable laws, federal, state and local.

6. Submission of Proposals

Submit proposal materials in PDF format to bead@bloomington.in.gov with "BEAD RFQ" in the subject line. Please label the PDF filename with the Vendor/firm name. All submissions shall be public records subject to review pursuant to Indiana Code § 5-14-3-1 et seq., the Indiana Access to Public Records Law.

7. Deadline for Submissions

Submissions must be received by **5pm, September 30, 2011**. In the event it is decided that no proposal submitted is suitable, this RFQ may be extended, revised or cancelled to serve the best interests of the City of Bloomington, Indiana.

FOR ADDITIONAL INFORMATION

Technical questions: Emily Brown at browne@bloomington.in.gov.

All other questions: Miah Michaelsen at michaelm@bloomington.in.gov.